

COOL JAPAN PROPOSAL

Cool Japan Movement Promotion Council



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Introduction

For Japan to Win the World's Sympathy

What does it mean for Japan to win the sympathy of other countries?
What more can Japan do now to create such a state?

Japanese culture in recent years has been attracting the world's attention more than before. Japanese cuisine is increasingly popular and has been listed as a UNESCO Intangible Cultural Heritage, with sushi now being enjoyed worldwide. The creation of many innovative products by Steve Jobs, who studied Japanese Zen Buddhism, has helped to popularize Zen in many places in the United States. A study by Adobe Systems Inc. (Adobe State of Create Study, 2012) has named Tokyo and Japan as the world's most creative city and country, respectively. This reflects the world acclaim and sympathy regarding Japanese culture and creativity, which undoubtedly works positively for Japan today.

The Cool Britannia policy in the United Kingdom inspired Japan's current policy that includes the Cool Japan movement. More than a decade has passed since the idea of Cool Japan was first proposed, became a Cabinet policy, and then gradually implemented in Japan. Meanwhile, the Cool Japan movement has not proven very effective in achieving its original purpose of winning the sympathy of other countries toward Japan.

The broad concept of "Cool Japan" covers all aspects of Japanese culture from subcultural products, such as manga and Japanimation, to traditional cultural heritage. This diversity makes it very difficult to understand the current concept of Cool Japan. This complex concept often invites criticism by the communities in each genre about Cool Japan not adequately understanding the various genres. The system of attracting attention from outside Japan is also inadequate, thus making it difficult to develop sympathy with the Cool Japan policy, despite the great interest in Japanese culture and recognition of Cool Japan.

The government's decision to make a significant investment has been made in light of Cool Japan Fund Inc. being established in 2013, and the hosting of 2020 Tokyo Olympic and Paralympic Games, and now may be the appropriate time to reconsider the public perception of Cool Japan.

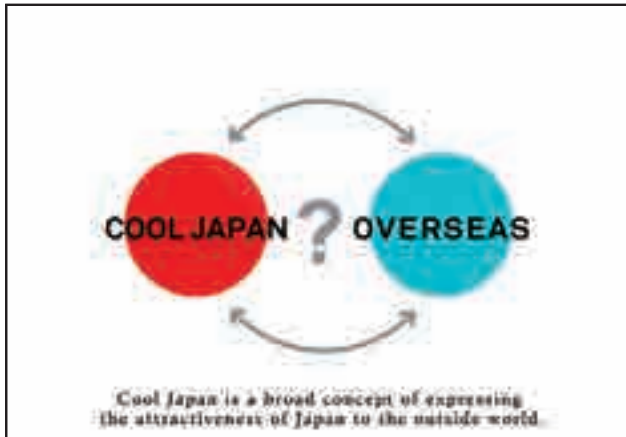
Cool Japan is a national movement encouraging the Japanese people to fully exercise their voluntary creativity in the international community. The term "creative" in this proposal not only means the production of artwork and design work, but also the creativity of anyone that helps develop a business and new schemes, makes innovative attempts, and forms relationships that result in interaction. This proposal is expected to help Japan become a country that strongly supports its creativity and continues to develop businesses that can generate new values not only as a short-term, one-year policy, but also as a medium- to long-term vision of the Cool Japan policy.

Designing Cool Japan

The Cool Japan Movement Promotion Council (hereinafter “the Council”) has reconsidered the three principles—what Cool Japan is all about (definition), what is the purpose of Cool Japan (mission), and what can be done with Cool Japan (action)—based on the theme of “designing Cool Japan.” The Council has thus attempted to seek a clear basis of thinking to adopt when promoting Cool Japan in the future.

Three topics for discussion for designing Cool Japan

- What is Cool Japan? (definition)
- What is the purpose of Cool Japan? (mission)
- What can be done with Cool Japan? (action)



① While Cool Japan is a broad concept of expressing the attractiveness of Japan to other countries, the Council began with basic discussions on re-addressing the question of what Cool Japan is all about.



② At present, the image of “Cool Japan” is packed with various charms (elements) of Japan and rather disorderly, which makes it difficult to determine the actual status.



③ Disassembling and sorting elements into each category help identify the genres of each element.



④ For example, giving two axes, “innovation – tradition (historical time axis)” and “beautiful – cute (sensory axis),” and plotting the elements on this diagram reveal the clear quality of the elements.



⑤ In addition, the Council selected social issues in and outside Japan, and discussed the mission of Cool Japan relative to its purpose.



⑥ The Council also discussed specific actions to take with Cool Japan by combining cultural elements and the mission.

**Japan, a
Country
That Provides
Creative
Solutions to
the World's
Challenges.**



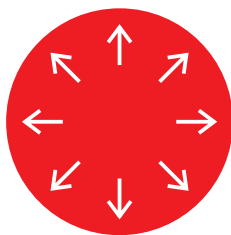
Japan, a Country That Provides Creative Solutions to the World's Challenges

Every Japanese person must have heard of the phrase, “for the good of the world and the good of people.” Winning the world’s sympathy may be related to the virtue of working for others that the Japanese people have inherently possessed since ancient times. The Council’s discussions on Cool Japan revealed the potential of expressing our consideration for others in that Japan could offer helpful ideas, rather than one-sidedly promoting a cool Japan. During such discussions, the idea of “Japan as a country that provides creative solutions to the world’s challenges” came up as the mission of Cool Japan. Japan successfully built a capitalist society through its high economic growth period, but now faces new social issues as the side effects of capitalism. Japan is facing such challenges as a super-aging society, loss of communities, as well as environmental and energy issues that many other countries will probably face in the near future. A population explosion is also expected to occur, which would only add to the growing burdens placed on energy and food supply, and the global environment. In such a situation, the issues that Japan faces ahead of the rest of the world will certainly arise in other countries. Could this situation be converted into an opportunity for Japan’s future success?

Japan is a nation of innovation that has accepted and adopted various cultures of the world in its own way as an island nation, and continues to present new ideas to the world. Demonstrating the value of Japan for the world will be an essential public image that Japan delivers to the world. Japan’s future creativity will be rapidly developed by connecting its problem-solving skills as a pioneer in tackling challenges to its creative industries, and by devising various helpful innovations for the world.

Three Steps to Achieving the Mission of Cool Japan: “making Japan a Country that Provides Creative Solutions to the World’s Challenges”

This proposal defines the steps to achieve the mission of Cool Japan as ① promoting domestic growth, ② connecting Japan and other countries, and ③ becoming Japan that helps the world, establishes three missions for each step, and proposes actions to fulfill those missions.



STEP

① Promoting Domestic Growth

MISSION

- A Acquiring skills for active communication with people overseas
- B Removing barriers to creativity and creating the trend of taking on challenges
- C Supporting free attempts and cooperation without being restricted by a hierarchical structure or past examples

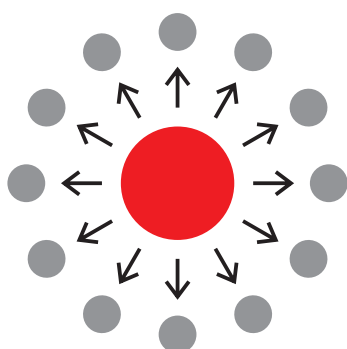


STEP

② Connecting Japan and Other Countries

MISSION

- D Developing a better public image of Japan in the world
- E Increasing the mobility of information and cultural products of Japan in the international community
- F Adopting overseas perspectives to discover the essential attractiveness of Japan



STEP

③ Becoming Japan That Helps the World

MISSION

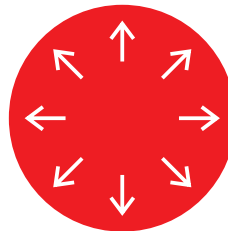
- G Personalizing the issues facing Japan and the world
- H Promoting industries through which Japan could contribute to the world in addressing such issues as environmental problems, a declining birthrate, and an aging population
- I Delivering information on ancient Japanese philosophy that values sustainability and harmony

Three Steps to Make “Japan a Country That Provides Creative Solutions to the World’s Challenges”

STEP



Promoting Domestic Growth



Acquiring the skills for active communication with people outside Japan is essential for the Japanese to regain confidence in Japan and work actively in the global arena. We will build a system of promoting new attempts by supporting free attempts and cooperation without being restricted by a hierarchical structure or past examples created by a mature society after the period of high economic growth. It is crucial to build a basis of future Cool Japan by developing Japan’s creativity through the removal of barriers to creativity and the creation of the trend of taking on challenges.

MISSION



Acquiring skills for active communication with people overseas

ACTION

- 1 Hold Cool Japan classes that are enjoyable for children.
- 2 Improve the Cool Japan overseas study system.
- 3 Promote broadcasting using an English sub-audio channel.
- 4 Create an English-speaking district where English is the official language.

MISSION



Removing barriers to creativity and creating the trend of taking on challenges

ACTION

- 1 Promote the active recruitment of young people by Japanese companies and generational succession.
- 2 Create a system of listeners to opinions on Cool Japan.
- 3 Encourage creativity through deregulation.
- 4 Establish a Cool Japan intellectual property consultation center.

MISSION



Supporting free attempts and cooperation without being restricted by a hierarchical structure or past examples

ACTION

- 1 Take on the challenge of new business based on creative cooperation among government offices.
- 2 Promote a platform for government office cooperation.
- 3 Support in-house entrepreneurs.
- 4 Support 100 new businesses that tackle issues facing Japan and the world.

I Promoting Domestic Growth

MISSION



Acquiring skills for active communication with people overseas

ACTION

1 Hold Cool Japan classes that are enjoyable for children.

2 Improve the Cool Japan overseas study programs.

3 Promote broadcasting using an English sub-audio channel.

4 Create an English-speaking district where English is the official language.

① Promoting Domestic Growth

● Acquiring skills for active communication with people overseas

ACTION

1 Hold Cool Japan classes that are enjoyable for children.

Teach children from early childhood with the perspective of Cool Japan in order to build the basis of skills necessary to promote Japan's attractiveness to the world, and help them naturally acquire advanced communication skills for connecting with the world.

Children in elementary and junior high schools discover "Cool Japan" (i.e., positive aspects of Japan of which they should be proud) all around them, describe it in a report, and then post it on a website for the world to read.

Hold classes where children discuss in English what they think is "cool" with the children of various countries on the Internet (videophone). Hold competitions where the children present what they have learned in the Cool Japan classes, send the most outstanding students to other countries, and provide them with opportunities to learn more about Cool Japan while communicating with children from local elementary and junior high schools.



IMG_0338 © Colin Ryder 2006

ACTION

2 Improve the Cool Japan overseas study programs.

Have young people expected to contribute to problem solving in fields of creativity establish contacts with people overseas, and promote their creative growth while developing their confidence.

Send 470 young creative professionals with great potential to study in other countries. Select ten creative professionals from each of Japan's 47 prefectures (for a total of 470) who are engaged in the fields of fashion, construction, arts, etc., and then support their study of overseas creativity. Have them enter at least three domestic or international competitions in their respective fields within five years after returning home from their overseas study, in order to aim for awards and help improve Japan's creativity.



Outside Round Photo 1 © Cemre 2005

① Promoting Domestic Growth

● Acquiring skills for active communication with people overseas

ACTION

3 Promote broadcasting using an English sub-audio channel.

Conduct training to understand the current information obtained in daily life in English. Create an environment where English can be learned naturally upon entering a creative field that interests the learners, and support the overseas development of creative fields.

Set up a subsidy program to provide some guidance and funds to promote the addition of English sub-audio channels and the English subtitling of programs at television broadcasting stations. Encourage some news programs to add live English subtitles as on CNN. The English subtitling of Japanese programs facilitates a hit of those programs when a search is run in English.

* The language translation of Japanese programs will be proposed in E-3.



© Eisuke Tachikawa 2014

ACTION

4 Create an English-speaking district where English is the official language.

Improve the English skills of Japanese people by having them experience an environment where they must use English as a global language, and help them communicate freely with non-Japanese people.

Create a special district where English is the official language and an environment that allows people to casually immerse themselves in English. For instance, conversations in public places within the special district should be restricted to English only. Viewable television programs must have a sub-audio channel, and available books and newspapers must be in English. Companies operating a business in the special district are entitled to tax benefits when meeting certain conditions, such as using English as the company's common language and actively implementing activities that help improve English skills.



Day 60 © Matt Preston 2012

I Promoting Domestic Growth

MISSION



Removing barriers to creativity and creating the trend of taking on challenges

ACTION

1 Promote the active recruitment of young people by Japanese companies and generational succession.

2 Create a system of listeners to opinions on Cool Japan.

3 Encourage creativity through deregulation.

4 Establish a Cool Japan intellectual property consultation center.

I Promoting Domestic Growth

B Removing barriers to creativity and creating the trend of taking on challenges

ACTION

1 Promote the active recruitment of young people by Japanese companies and generational succession.

Create an environment that facilitates innovation by developing the conditions for skilled young employees to exploit their potential in their companies and promoting dialogue among different generations in companies.

Facilitate innovation in Japanese industries by promoting the active recruitment of young employees in Japanese companies and the development of an environment where employees with creative skills can exert their abilities. At the same time, improve the foundation of Japan's overall creativity by promoting a dialogue and generational succession in Japanese companies as a national policy to rejuvenate corporate minds in the long run.



© aeru

ACTION

2 Create a system of listeners to opinions on Cool Japan.

Establish a system of collecting opinions on Cool Japan in order to make Cool Japan a national movement and autonomously diffuse the concept among the people.

Promote discussions and the autonomous diffusion of Cool Japan, make it a national movement by establishing a system in which Japanese people discuss Cool Japan, and then collect their opinions as a personal matter. For instance, have the people support the promotion of Cool Japan by gathering opinions on Cool Japan through social media, setting up an archive website that allows viewers to post their opinions on Cool Japan, and then preparing an actual place for discussions.



① Promoting Domestic Growth

② Removing barriers to creativity and creating the trend of taking on challenges

ACTION

3 Encourage creativity through deregulation.

Ease excessive regulations and lift unnecessary ones so that allow young people can exercise their creativity. Develop an environment that allows young people to freely and open-mindedly exercise their creativity, and thus spread such creativity to others.

Listen to opinions about regulations that restrict creativity and seek deregulation. Review the regulations that limit such expression as fan fiction and street performance that may hamper the development of authentic products. In addition to intellectual property, actively promote creativity through deregulation by reviewing the Building Standards Act that makes the use of vacant lots and houses difficult, the 2006 amendments to the Architect Law that made it difficult for young architects to meet the requirements for first-class registered architect certification, etc.



The Architect's Hand © George Smyth 2009

ACTION

4 Establish a Cool Japan intellectual property consultation center.

Promote the use of intellectual property when Japan's qualified creative professionals advance into the world in search of business partners, and create new innovations by matching unused patents and creativity.

Taking into account the improved overseas system of the intellectual property production business, establish an intellectual property consultation center based on a public-private partnership, with personnel in charge of negotiating with overseas counterparts, and those in charge of research and providing information about the conditions of specific rights. Provide opportunities to match the information on unused patents and the development concepts of creative professionals, and support joint development between creative professionals and companies, as well as product development by creative professionals alone.



copyright (1) © Maria Elena 2011

I Promoting Domestic Growth

MISSION



Supporting free attempts and cooperation without being restricted by a hierarchical structure or past examples

ACTION

1 Take on the challenge of new business based on creative cooperation among government offices.

2 Promote a platform for government office cooperation.

3 Support in-house entrepreneurs.

4 Support 100 new businesses that tackle issues facing Japan and the world.

① Promoting Domestic Growth

- Supporting free attempts and cooperation without being restricted by a hierarchical structure or past examples

ACTION

- 1 Take on the challenge of new business based on creative cooperation among government offices.

Strengthen the connection by promoting the cooperation of government offices that tend to be restricted by a hierarchical structure, and create government projects that have integrated value.

Despite a number of government offices working on the same issues simultaneously, communication among them is very poor. Promote the development of projects to facilitate creative problem solving regarding government office cooperation, so as to solve this situation and improve the effectiveness and quality of projects.



Social Innovation sessie © Waag Society 2013

ACTION

- 2 Promote a platform for government office cooperation.

Build a foundation for free and active cooperation beyond the roles of government offices.

Develop communication tools and opportunities for government offices to improve cooperation and create settings to facilitate teamwork among them, in order to combine similar projects carried out by different offices and achieve effective project implementation. Achieve flat and open communication based on various human links that extend beyond the vertical hierarchy, and accelerate inter-government office cooperation projects.



Postit Explosion © mat Walker 2008

① Promoting Domestic Growth

- Supporting free attempts and cooperation without being restricted by a hierarchical structure or past examples

ACTION

3 Support in-house entrepreneurs.

Grow entrepreneurship within companies to accelerate overseas expansion and the innovation of Japanese companies.

Provide incentives to in-house entrepreneurs and promote small teams within the company to effectively use the ideas and abilities of on-site workers that have not been fully used in the corporate hierarchy. Encourage a cross-departmental dialogue and active collaboration of in-house entrepreneurs, aiming to create innovation that will contribute to national strength.



Greg Barker with Entrepreneur fund winners
© Department of Energy and Climate Change 2013

ACTION

4 Support 100 new businesses that tackle issues facing Japan and the world.

Develop an entrepreneurship that encourages trial and permits error, and create businesses necessary for the future.

Select and support 100 creative businesses that will facilitate the solution of social issues in order to promote the establishment of businesses focusing on the uniqueness of ideas and level of determination, rather than performance and scale. Accelerate domestic innovation by promoting the development of those particular businesses that will bridge the gap between different industries.



My Favorite TED Talk © Steve Jurvetson 2009

Three Steps to Make “Japan a Country That Provides Creative Solutions to the World’s Challenges”

STEP



Connecting Japan and Other Countries



If Cool Japan is a policy to pursue a better relationship between Japan and other countries, it is crucial to build a system to adopt overseas perspectives in order to discover the essential attractiveness of Japan. Increase the opportunities to expose information on Japan by raising the mobility of information and cultural products of Japan in the international community, which tends to be stagnant due to language barriers, and build a better public image of Japan in the world through an active campaign promoting Japan’s attractiveness.

MISSION



Developing a better public image of Japan in the world

ACTION

- 1 Establish Japan’s brand image and increase its overseas distribution.
- 2 Create a new slogan that will replace Cool Japan.
- 3 Disseminate the display of “Designed in Japan.”
- 4 Review procurement to increase the government’s creativity.

MISSION



Increasing the mobility of information and cultural products of Japan in the international community

ACTION

- 1 Create Japan’s inbound web portal.
- 2 Translate signs at tourist sites into many languages with a pleasing appearance.
- 3 Support the translation of information given in Japanese.

MISSION



Adopting overseas perspectives to discover the essential attractiveness of Japan

ACTION

- 1 Appoint 100 partners who have an overseas perspective.
- 2 Appoint Japanese persons working in the world as ambassadors.
- 3 Understand and visualize the view of Japan from other countries, and expectations from Japan
- 4 Analyze the demands of foreign tourists.

II Connecting Japan and Other Countries

MISSION



Developing a better public image of Japan in the world

ACTION

1 Establish Japan's brand image and increase its overseas distribution.

2 Create a new slogan that will replace Cool Japan.

3 Disseminate the display of "Designed in Japan."

4 Review procurement to increase the government's creativity.

II Connecting Japan and Other Countries

D Developing a better public image of Japan in the world

ACTION

1 Establish Japan's brand image and increase its overseas distribution.

Build the brand image of Japan as a “Country That Provides Creative Solutions to the World’s Challenges” in order for Japan to develop a new market for problem-solving industries in the world, while winning the sympathy of other countries.

Similar to the campaign in Great Britain, develop a campaign to create a new brand image of Japan in a public-private partnership through an expansion of the government's international public relations, corporate advertising, and supply of products and services that embody brand value. Measure medium- and long-term effects on the recognition of Japan's new brand image.



HRH Prince Harry and UK Prime Minister David Cameron at the GREAT reception event in New York © UKTI 2013

ACTION

2 Create a new slogan that will replace Cool Japan.

Determine a new slogan that Japanese people will be proud to say in clearly restating the philosophy of Cool Japan. Be sure to accurately present the Cool Japan policy and spread it globally, while winning the sympathy of other countries.

Present a phrase that replaces “Cool Japan,” which tends to be perceived as being not cool for calling ourselves “cool.” Listen to the opinions of native English speakers and feedback from both within and outside of Japan, and propose a phrase that concisely expresses the brand value of Japan and can be used proudly by the Japanese people.

‘COOL’ JAPAN?

II Connecting Japan and Other Countries

D Developing a better public image of Japan in the world

ACTION

3 Disseminate the display of “Designed in Japan.”

Increase the presence of Japan as a country of creative people by visualizing that products have been developed and designed in Japan.

At present, most of the products of Japanese manufacturers are imprinted with “Made in (a country other than Japan).” Should such creative elements as design be done in Japan with assembly or manufacturing done in another country, however, be sure to display “designed in Japan” and “made in (another country),” and disseminate the practice. In this case, establish rules for such display with domestic manufacturers and industry organizations, and ensure widespread compliance thereof.



Designed in Japan © NOSIGNER 2014
(This photo shows a modification of the sign, “Designed by Apple in California,” by Eric E. Castro.)

ACTION

4 Review procurement to increase the government’s creativity.

A government that embodies “creative Japan” can be built by incorporating flexible ideas and the creativity of creative professionals in the government’s activities, and by focusing on plans and ideas rather than costs. This will create a flow of selecting and promoting measures to build up the nation’s brand.

Actively introduce planning competition, public recruitment, and comprehensive evaluation methods for businesses requiring artistic quality (e.g., image production, website production, design production, musical production, performing art production) among the operations outsourced by the government and related agencies, taking into account the contracts covering multiple years, so as to use the perspective of developing the brand of Japan as the decision criteria for plans and ideas, and implement medium- and long-term businesses. Also create opportunities for ideas winning more sympathy or penetrating more widely by easing the bidding qualifications and assessing creativity involving experts.



Coins coins coins © chichacha 2008

II Connecting Japan and Other Countries

MISSION



Increasing the mobility of information and cultural products of Japan in the international community

ACTION

1 Create Japan's inbound web portal.

2 Translate signs at tourist sites into many languages with a pleasing appearance.

3 Support the translation of information given in Japanese.

II Connecting Japan and Other Countries

E Increasing the mobility of information and cultural products of Japan in the international community

ACTION

1 Create Japan's inbound web portal.

Develop a web portal for non-Japanese people to learn about Japan by properly linking their interests and information to which they should be directed, in order to increase information mobility.

To address the current situation where information for non-Japanese people is widely spread and accessing the necessary information is difficult, build a cross-industrial web platform where companies and government agencies work in cooperation to organize information on local communities, culture, entertainment, travel, etc. for non-Japanese people, and provide it in multiple languages. Establish quantitative standards for this web portal and linked websites, and build medium- to long-term PDCA cycles to verify the effects while sharing information on the causes of success and failure among business partners.



<http://www.nycgo.com/>

ACTION

2 Translate signs at tourist sites into many languages with a pleasing appearance.

Promote the use of multilingual tourist information boards with a beautiful design that matches the scenery.

Both the protection and harmonization of urban scenery are promoted at many places in view of their value as tourist attractions, and tourist information boards will be made multilingual with a more functional design and in greater harmony with the scenery. Develop guidelines to serve as decision criteria for motivated managers and replace existing information boards at major tourist sites, other tourist sites, and at cultural assets by the Olympic year of 2020, in order to prepare an environment for visitors to enjoy the beauty of Japan.



before (Signage for heritage) © NOSIGNER 2014



after (Signage for heritage) © NOSIGNER 2014

II Connecting Japan and Other Countries

E Increasing the mobility of information and cultural products of Japan in the international community

ACTION

3 Support the translation of information given in Japanese.

Encourage the multilingual production of Japanese entertainment content and build a system for the Japanese content industry to voluntarily acquire a greater share of the global market, and thus increase the mobility of high-quality content.

Create an environment where people can enjoy Japanese content in English or other languages on a daily basis, and increase the opportunities for travelers to Japan, non-Japanese residents of Japan, and Japanese people to come in contact with Japanese content through television broadcasting at movie theaters, etc. To promote approaches from other countries, build a showcase website for posting Japanese content translated into other languages, and increase the subsidies for J-Lop business, etc. to provide the benefit of producing multilingual content from the beginning.



© NOSIGNER 2014 (This photo shows a modification of "Kinkakuji Golden Pavilion, Kyoto, July 2006" by David Sanz.)

② Connecting Japan and Other Countries

MISSION



Adopting overseas perspectives to discover the essential attractiveness of Japan

ACTION

1 Appoint 100 partners who have an overseas perspective.

2 Appoint Japanese persons working in the world as ambassadors.

3 Understand and visualize the view of Japan from other countries, and expectations from Japan.

4 Analyze the demands of foreign tourists.

II Connecting Japan and Other Countries

F Adopting overseas perspectives to discover the essential attractiveness of Japan

ACTION

1 Appoint 100 partners who have an overseas perspective.

Create sympathy of other countries with Japan by discussing Cool Japan with partners having an overseas perspective.

Select 100 non-Japanese individuals working in and outside Japan, who are influential and have good knowledge of Japan from various industries, and build a system of receiving their non-Japanese opinions. Perceive the sympathy and antipathy of non-Japanese people towards the Japanese by observing and considering together with them the strengths and attractiveness of Japan from objective perspectives, and then apply the findings to the Cool Japan policy.



Taken using a Canon PowerShot S90 at the first Students For Liberty European conference at the Katholieke Universiteit Leuven in Leuven, Belgium.
© Gregory Rehmke 2011

ACTION

2 Appoint Japanese persons working in the world as ambassadors.

Assist Japanese people working in various industries in the world and encourage them to publicize the attractiveness of Japan.

Appoint Japanese people working in various fields of the world as Cool Japan ambassadors, and support their activities. Let these ambassadors share their knowledge with people in Japan and accelerate a rediscovery of Japan's appeal by exchanging information with overseas people, while serving as hubs so as to strengthen Japan's relationships with other countries.



Facebook Creator's Meet-up (Aug. 29, 2011) © takuhitofujita 2011

II Connecting Japan and Other Countries

F Adopting overseas perspectives to discover the essential attractiveness of Japan

ACTION

3 Understand and visualize the view of Japan from other countries, and expectations from Japan.

Learn about the appraisal of and expectations from Japan from a global perspective every day, and then make improvements.

Analyze information and big data based on overseas media exposure (e.g., via television, newspapers, magazines, word of mouth on websites, SNS) to understand and study the appraisal and reputation of Japan in a timely manner, and consider the continuous improvement of Japan's public image based on the findings from such analysis.



live interview with Deutschlandfunk at Wikimania, User: Eltan © Elke Wetzig

ACTION

4 Analyze the demands of foreign tourists.

Build a system of understanding the demands of non-Japanese tourists so they can enjoy their experience in Japan without being stressed.

Set up Wi-Fi facilities to offer information and services useful for foreign travelers to Japan, develop applications to collect their opinions to understand the trends of foreign visitors to tourist sites, and improve countermeasures with an aim to increase their level of satisfaction with Japan.



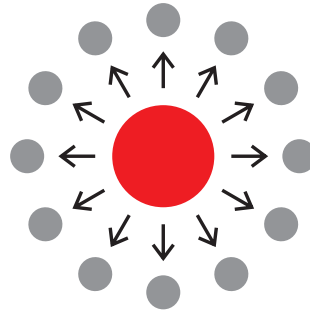
Narita Terminal 2 Arrivals, Japan © David McKelvey 2010

Three Steps to Make “Japan a Country That Provides Creative Solutions to the World’s Challenges”

STEP



Becoming Japan That Helps the World



In order for Japan to be recognized as a country with creativity that helps the world, deliver information on ancient Japanese philosophy that values sustainability and harmony, demonstrate the consistency between the philosophy needed for future living and ancient Japanese philosophy, visualize and share issues to personalize the issues facing Japan and the world, promote industries through which Japan could contribute to the world in addressing such issues as environmental problems, a declining birthrate, and an aging population, and present a picture of Japan that offers specific solutions.

MISSION



Personalizing the issues facing Japan and the world

ACTION

- 1 Visualize information on the issues facing Japan and the world.
- 2 Present the government’s open data and incorporate design into government documents.

MISSION



Promoting industries through which Japan could contribute to the world in addressing such issues as environmental problems, a declining birthrate, and an aging population

ACTION

- 1 Match problem-solving projects and creativity.
- 2 Create an environment for the commercialization of ideas that will contribute to the world.
- 3 Promote the overseas expansion of problem-solving businesses.

MISSION



Delivering information on ancient Japanese philosophy that values sustainability and harmony

ACTION

- 1 Build JAPAN LABO across Japan.
- 2 Hold international handicrafts festivals in Japan.
- 3 Build a Japan design museum.
- 4 Expand Japan’s cultivation of aesthetic sentiments enjoyed by children to the world.

Ⅲ Becoming Japan That Helps the World

MISSION



Personalizing the issues facing Japan and the world

ACTION

1 Visualize information on the issues facing Japan and the world.

2 Present the government's open data and incorporate design into government documents.

III Becoming Japan That Helps the World

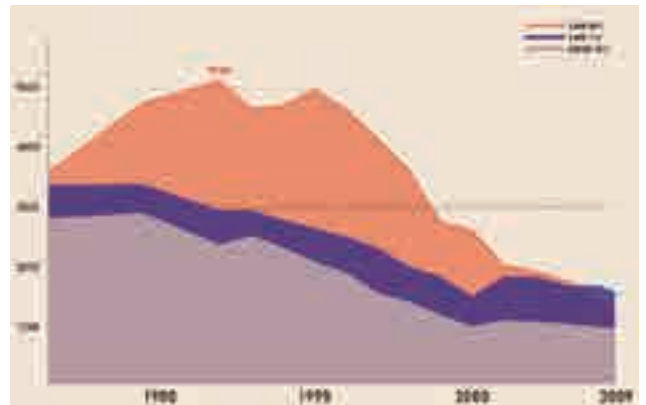
G Personalizing the issues facing Japan and the world

ACTION

1 Visualize information on the issues facing Japan and the world.

Japan will lead the world in the creative distribution of information on social issues.

Introduce information design that uses such creative technologies as infographics and animation, and visualize the issues faced by Japan and the world for easy understanding. Demonstrate Japan's creativity through such activities, share clues to the solutions of problems, verify the consistency between the issues of Japan and those of the world, and encourage people's interest and understanding of such issues to increase participation in the problem-solving process.



SHIFTING TRADITIONAL CRAFT INDUSTRY © NOSIGNER 2014

ACTION

2 Present the government's open data and incorporate design into government documents.

Promote the creative delivery of information to share the information held by the government with people in and outside Japan.

Increase the usability of Japan's information for both Japanese and non-Japanese people through a bilingual presentation of the government's open data for sharing with the rest of the world, the development of a system that facilitates the preparation of pleasant-looking tables and figures from the government's data, and then publish the data as the source of such government information in a format that facilitates processing. Increase intuitive understanding of the documents by incorporating design in documents published by the government, raise interest in the information, and promote the creative presentation of government information.



HISTORY OF FORESTRY IN JAPAN © NOSIGNER 2014

Ⅲ Becoming Japan That Helps the World

MISSION



Promoting industries through which Japan could contribute to the world in addressing such issues as environmental problems, a declining birthrate, and an aging population

ACTION

1 Match problem-solving projects and creativity.

2 Create an environment for the commercialization of ideas that will contribute to the world.

3 Promote the overseas expansion of problem-solving businesses.

III Becoming Japan That Helps the World

- H Promoting industries through which Japan could contribute to the world in addressing such issues as environmental problems, a declining birthrate, and an aging population

ACTION

1 Match problem-solving projects and creativity.

Match the two to acquire creativity for Japanese business operators addressing problem solving as a business, so as to ensure success.

A number of Japanese researchers and business operators address energy supply, aging population, and other social issues as a business. However, some of them with a good business model have yet to become influential entities in the world, due to an inadequate design of user experience in public relations, branding, product development, etc. Match such creative fields as design with problem-solving businesses in order to develop these businesses into entities that will win the world's sympathy. Promote businesses that will contribute to the world's problem solving by assisting creative problem-solving businesses.



An electrically powered exoskeleton suit currently in development by Tsukuba University of Japan. © Steve Jurvetson

ACTION

2 Create an environment for the commercialization of ideas that will contribute to the world.

Develop a business environment that facilitates the growth of startups that will contribute to solving social problems.

Develop a virtuous circle that facilitates the financing and business support for initial startups, increases business regeneration to promote the cycle of startups, and facilitates the birth of creative startups for the commercialization of creative ideas for solving social problems or putting technology to practical use.



Embrace Co-founder and President, Products holding an Embrace Nest infant warmer. © Rahul Panicker 2012

III Becoming Japan That Helps the World

- H Promoting industries through which Japan could contribute to the world in addressing such issues as environmental problems, a declining birthrate, and an aging population

ACTION

3 Promote the overseas expansion of problem-solving businesses.

Support the overseas expansion of businesses that will help develop the image of Japan as a country that provides creative solutions to the world's challenges.

Support the overseas expansion of businesses in industries that can contribute to the world's problem solving. Food, digital content, nursing care, childcare, environmental problems, etc. are closely related to the government policies of each country, and efforts by the private sector alone are limited to solving issues in such areas. The government, therefore, cooperates with the private sector and engages in inter-governmental talks and negotiations. For instance, it promotes quality concerning food safety, the development of rules, and the building of a distribution base. The government also considers the removal of barriers to cooperation between Japanese companies and overseas partners.



20110803-OSEC-LSC-0033 © U.S. Department of Agriculture 2011

Ⅲ Becoming Japan That Helps the World

MISSION



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ACTION

1 Build JAPAN LABO across Japan.

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III Becoming Japan That Helps the World

I Delivering information on ancient Japanese philosophy that values sustainability and harmony

ACTION

1 Build JAPAN LABO across Japan.

Prepare opportunities to take over hand work remaining in communities and help the communities to innovate.

Establish JAPAN LABO presenting such advanced machinery as 3D printers and laser cutters, and such tools for Japanese traditional handicrafts as pottery wheels and Japanese lacquer, and make it available for anyone to use freely just like a public library, in order to create places to promote people's voluntary production across Japan. Create places to achieve both the promotion of personal creativity and the succession of traditional industries by actively establishing regional industrial technology centers, and using the growing number of vacant school buildings and houses nationwide in order to make use of existing resources.



Fab Lab - De Waag Society, Amsterdam © Rory Hyde 2009

ACTION

2 Hold international handicrafts festivals in Japan.

Hold international exhibitions as an exchange of Japanese craftsmanship and that of the world, and help pass down the world's rapidly disappearing handicraft culture to future generations.

For Japan to lead restoration of a globally declining crafts industry, hold large international festivals involving craft brands and companies from around the world in such cities as Kyoto, and develop the festivals into global-scale events equivalent to Milano Salone in Italy for the design industry or the Paris Collection in France for the fashion industry. Designers, buyers, and artists from around the world will stroll the streets and enjoy the background of crafts nurtured by rich culture, and encounters there will induce chemical reactions between different industries and create a global community that will leave craftsmanship to the next generation.



handwork © Kazuhiko Yoshioka 2013

III Becoming Japan That Helps the World

I Delivering information on ancient Japanese philosophy that values sustainability and harmony

ACTION

3 Build a Japan design museum.

Aim to raise the status of Japanese design by promoting design to the world that has been nurtured by Japan's wisdom and thinking behind such design.

Build a design museum where visitors can enjoy Japanese design as a possible a goal for worldwide design and the ideology behind it. As facilities that lead the promotion of new cultures like MOMA in NYC and Centre Georges Pompidou in Paris, the museum will increase the presence of Japanese design through an exchange with overseas creative professionals. The museum will be a venue that brings creative thinking to Japanese companies through the disclosure of material archives and design workshops, and encourage the creation of high value-added products.



ACTION

4 Expand Japan's cultivation of aesthetic sentiments enjoyed by children to the world.

Disseminate the values that Japanese proudly present to the world and build a basis of sympathy with Japan.

Build a basis of sympathy with Japan by demonstrating both in and outside Japan the Japanese aesthetic senses, including harmony, sustainability, and the spirit of mutual help that Japanese people can proudly show the world, present such values in stories and educational materials that can be enjoyed by children, and use Japanese ideology in solving the world's problems.



MuseumofPictureBooks11f © scarletgreen 2006

Cool Japan Movement Promotion Council



The Council consists of nine regular members, including Tomomi Inada, the first minister in charge of the Cool Japan strategy, and a total of 34 guest speakers representing their respective professions. Repeated brainstorming has resulted in a new optimal form of collecting ideas and a unique venue for policy discussions, based on which extremely beneficial opinions of the participants have been collected. This proposal is a compilation of the definitions, missions, and actions of Cool Japan as suggested in the discussions.

Supplement: To organize a meeting that facilitates creativity

The Council designed a new form of discussion to encourage participants to freely and open-mindedly present their ideas. The following summarizes the procedure of the Council that can be used in future administrative discussions.

- 1**
Assemble various members and encourage discussions beyond their positions/status.

Both the regular members and guests (consisting of individuals from different fields and countries) who participated in discussing topics in their areas of expertise create a venue to devise various ideas.
- 2**
Share the concepts of the Council.

During guidance at the beginning of the meeting, members were asked questions about the definition, mission, and actions of Cool Japan, in order to broadly share the direction of discussions.
- 3**
Have deeper discussions in small groups.

Each theme was discussed in groups consisting of no more than four members, so that all participants could discuss to their satisfaction. The members were selected from different fields.
- 4**
Switch the group members every hour.

Members other than the host of each table were switched once every hour to incorporate different perspectives and have a deeper discussion on each theme.
- 5**
Summarize key points in the Cool Japan paper.

A large piece of paper with themes written on it was distributed to each table, where the participants free wrote the key points of their discussions in order to keep talks on the right track.
- 6**
Have the members of each table present the outcomes of their discussions.

The groups at each table presented a summary of their discussions based on their Cool Japan paper, and proposed specific missions and actions.

Cool Japan Movement Promotion Council

Regular Members	Eisuke Tachikawa (Concept director)	President and design strategist, NOSIGNER Co., Ltd.
	Minako Aoshima	U.S., Europe, and Australia group assistant manager, overseas marketing, Japan National Tourist Organization (JNTO)
	Ryo Kagami	Kyoto office, Cool Japan team member, Dentsu Inc.
	Tomoe Shinohara	TV personality, artist
	Reiko Sugiyama	Chief of public relations, general affairs, Japan External Trade Organization
	Taro Hakase	Violinist
	Maki Fujiwara	Vice president, Investment Strategy Group, Cool Japan Fund Inc.
	Noritoshi Furuichi	Doctoral student at the Graduate School of Arts and Sciences, University of Tokyo
	Norihiko Yoshioka	Assistant to the chief of the cultural project team, Asia center, Japan Foundation
Guest Speakers	Tadanobu Asano	Actor
	Miki Ando	Figure skater
	Ryosuke Oda	Azuma Kyoiku Kenkyudan / Japan Business Publishing Co., Ltd.
	Kenji Kamiyama	STEVE N' STEVEN Inc., film director
	Yukari Kawahito	Local Career Café, fellow, Shinrai Zaidan (public interest incorporated foundation)
	Eisuke Kumano	President, Amita Holdings Co., Ltd., Shinrai Zaidan (public interest incorporated foundation)
	Kei Kurusu	Gourmet
	Hiroshi Sakurai	President, Asahi Shuzo Co., Ltd.
	Ai Sugiyama	Former professional tennis player, sports commentator
	Makiko Sekiguchi	President, Matohu (fashion brand)
	Zomahoun Rufin	Ambassador of the Republic of Benin to Japan
	Kozo Takaoka	President and CEO, Nestle Japan Co., Ltd.
	Toshihiro Takahashi	Chief editor, Discover Japan, Ei-Publishing Co Ltd.
	Masaaki Takano	Executive officer, director of MD strategy in main sales unit, manager of Isetan
	Hiroya Tanaka	Associate professor, Faculty of Environment and Information Studies, Keio University, originator of FabLab Japan
	Daisuke Tsuda	Journalist, media activist
	Tate Kristopher	President and CEO, development manager, ConnectFree K.K
	Teruhiko Doi	Chief of editorial department, World Photo Press Co., Ltd., editing director, Mono Magazine
	Hideki Togi	Gagaku musician
	Tom Vincent	Chief editor, PingMag (online magazines)
	Keisuke Nakajima	TV program producer, next-generation business planning, Tokyo Broadcasting System Television, Inc.
	Okisato Nagata	President and planning director, EQS Inc.
	Fumio Nanjo	Director, Mori Art Museum
	Takeshi Niinami	President, Lawson Inc.
	Patrick Harlan	TV personality (Pakkun Makkun)
	Hidaka Zenbo	Deputy chief priest at Sanpoin Temple, Bekkaku-honzan (special head temples), Mt. Koya, dean of general affairs at Koyasan University
	Hiroyuki Horihata	Designer for Matohu (fashion brand)
	Daijiro Mizuno	Full-time lecturer, Faculty of Environment and Information Studies, Keio University
	Koji Murofushi	Olympian (men's hammer throw), Mizuno Corporation, associate professor, School of Health and Sport Sciences, Chukyo University, sports director, Tokyo Organizing Committee of the Olympic and Paralympic Games
	Rika Yajima	President, Aeru K.K
	Makoto Yoshida	TV personality (Pakkun Makkun)
	Renata Piazza	Director, NPO Hasekura Program
	Robert Harris	Writer, disc jockey
Yusuke Watanabe	Playwright	
Government affiliates	Tomomi Inada (minister in charge of the Cool Japan strategy), Shunichi Uchiyama, Noriyuki Oyoshi, Atsushi Koshio, Satoru Kobayashi, Kazuyuki Tagawa, Kensuke Nakanishi, Hiroaki Hatano, Hirosato Hayashi, Kenji Hiroshige, Yuki Morito, and Hidehiro Yokoo	
Cooperators	Nana Izumi, Takamori Ueta, Mayumi Tokumoto, Toshiyuki Nakaie, Susumu Namikawa, Akira Nogami, and Yoshifumi Matsudaira	
Design and Editing	NOSIGNER	